CLAIMS

What is claimed is:

1   1. A method, comprising:

2   broadcasting a content descriptor schedule signal to one or more clients to

3 indicate that a content descriptor file is to be broadcast to said one or more clients

4 at a broadcast time;

5   broadcasting the content descriptor file to said one or more clients at the

6 broadcast time.

1   2. The method of claim 1 wherein the content descriptor schedule signal

2 is embedded within a file that is broadcast.

1   3. The method of claim 1 further comprising generating the content

2 descriptor file prior to broadcasting the content descriptor file.

1   4. A method, comprising:

2   receiving a content descriptor schedule signal broadcast by a server, the

3 content descriptor schedule signal to indicate that a content descriptor file is to be

4 broadcast at a broadcast time;

5   receiving the content descriptor file at the broadcast time;

6   processing the content descriptor file to generate demand data feedback to

7 be provided to the server.

1   5. The method of claim 4 further comprising notifying a process in a

2   client system to process the content descriptor file in response to receiving the

3   content descriptor file.

1   6. The method of claim 4 wherein receiving the content descriptor file at

2   the broadcast time comprising receiving the content descriptor schedule signal

3   using a signaling protocol including one of internet protocol (IP), digital video

4   broadcast signal (DVB) or program and system information protocol (PSIP).

1   7. The method of claim 4 wherein the generation of the demand data

2   feedback comprises the generation of ranking feedback.

1   8. The method of claim 4 wherein the generation of the demand data

2   feedback comprises the generation of rating feedback.

1   9. A method, comprising:

2   broadcasting a content descriptor schedule signal to one or more clients to

3   indicate that a content descriptor file is to be broadcast to said one or more clients

4   after a first file is broadcast;

5   broadcasting the first file to said one or more clients; and

6   broadcasting the content descriptor file to said one or more clients after the

7   first file is broadcast to said one or more clients.

1   10. The method of claim 9 wherein broadcasting a content descriptor

2   schedule signal comprises broadcasting the content descriptor schedule signal

3   using a signaling protocol including one of internet protocol (IP), digital video

4   broadcast signal (DVB) or program and system information protocol (PSIP).

1   11. The method of claim 9 wherein broadcasting a content descriptor

2   schedule signal comprises broadcasting the content descriptor schedule signal in a

3   file.

1   12. A method, comprising:

2   receiving a content descriptor schedule signal broadcast by a server, the

3   content descriptor schedule signal to indicate that a content descriptor file is to be

4   broadcast after a first file is broadcast;

5   receiving the first file broadcast by the server; and

6   receiving the content descriptor file broadcast by the server after the

7   broadcast of the first file;

8   processing the content descriptor file to generate demand data feedback to

9   be provided to the server.

1   13. The method of claim 12 wherein the content descriptor schedule

2   signal further includes information indicating how to locate the content descriptor

3   file.

1   14. The method of claim 13 wherein the information indicating how to

2   locate the content descriptor file includes one of a frequency, an internet protocol

3   (IP) port or an IP address.

1   15. The method of claim 12 wherein the generation of the demand data

2   feedback comprises the generation of ranking feedback.

1   16. The method of claim 12 wherein the generation of the demand data

2   feedback comprises the generation of rating feedback.

1   17. A method, comprising:

2   assigning a unique identifier to a content descriptor file;

3   broadcasting the content descriptor file identified by the unique identifier

4   to one or more clients, wherein the content descriptor file is recognized by each

5   client as a content descriptor file in response to the unique identifier assigned to

6   the content descriptor file.

1   18. The method of claim 17 wherein the one or more clients are included

2   in a segment, the segment defined as one or more clients of a subset based on one

3   of geography, network connection or rights vectors.

1   19. The method of claim 17 further comprising generating the content

2   descriptor file with content descriptors prior to broadcasting the content descriptor

3   file.

1   20. A method, comprising:

2   receiving a file broadcast by a server;

3   identifying the file as a content descriptor file by a unique identifier

4   assigned to the file;

5   storing the file at a content descriptor file location at a client in response to

6   the unique identifier;

7   processing the content descriptor file to generate demand data feedback to

8   be provided to the server.

1   21. The method of claim 20 further comprising allocating a buffer to

2   receive the file while the file is received from the server.

1   22. The method of claim 21 further comprising:

2   locking a previously received content descriptor file after a content

3   descriptor file is completely received; and

4   replacing the previously received content descriptor file with the

5   completely received content descriptor file.

1   23. The method of claim 20 wherein the generation of the demand data

2 feedback comprises the generation of ranking feedback.

1   24. The method of claim 20 wherein the generation of the demand data

2 feedback comprises the generation of rating feedback.

1   25. A method, comprising:

2   assigning a general purpose identifier to a content descriptor file;

3   broadcasting the content descriptor file identified by the general purpose

4 identifier to one or more clients;

5   broadcasting a signal to said one or more clients to indicate that the

6 content descriptor file has been broadcast to said one or more clients, the signal to

7 indicate to said one or more clients how to locate said content descriptor file.

1   26. The method of claim 25 wherein broadcasting the content descriptor

2 file comprises broadcasting the content descriptor schedule signal using a

3 signaling protocol including one of internet protocol (IP), digital video broadcast

4 signal (DVB) or program and system information protocol (PSIP).

1   27. The method of claim 25 wherein broadcasting the signal comprises

2 embedding the signaling a file that is broadcast.

1   28. A method, comprising:

2 receiving a content descriptor file broadcast by a server, the content

3 descriptor file having a general purpose identifier;

4 receiving a signal broadcast by the server, the signal indicating that a

5 content descriptor file has been broadcast, the signal indicating how to locate the

6 content descriptor file;

7 processing the content descriptor file to generate demand data feedback to

8 be provided to the server.

1 29. The method of claim 28 wherein receiving the signal broadcast by the

2 server indicating that a content descriptor file has been broadcast comprises

3 receiving the signal using a signaling protocol including one of internet protocol

4 (IP), digital video broadcast signal (DVB) or program and system information

5 protocol (PSIP).

1 30. The method of claim 28 wherein receiving the signal broadcast by the

2 server indicating that a content descriptor file has been broadcast comprises

3 receiving the signal embedded in a file that is broadcast.

1 31. The method of claim 28 wherein the generation of the demand data

2 feedback comprises the generation of ranking feedback.

1 32. The method of claim 28 wherein the generation of the demand data

2 feedback comprises the generation of rating feedback.

1   33. An article of manufacture, comprising:

2   a machine-readable medium having instructions to:

3   receive a content descriptor schedule signal broadcast by a server,

4   the content descriptor schedule signal to indicate that a content descriptor

5   file is to be broadcast at a broadcast time;

6   receive the content descriptor file at the broadcast time;

7   process the content descriptor file to generate demand data

8   feedback to be provided to the server.

1   34. The article of manufacture of claim 33 wherein the machine-readable

2   medium further has instructions to notify a process in a client system to process

3   the content descriptor file received at the broadcast time.

1   35. The article of manufacture of claim 33 wherein the machine-readable

2   medium further has instructions to determine how to locate the content descriptor

3   file in response to content descriptor schedule signal.

1   36. An article of manufacture, comprising:

2   a machine-readable medium having instructions to:

3   receive a content descriptor schedule signal broadcast by a server,

4   the content descriptor schedule signal to indicate that a content descriptor

5   file is to be broadcast after a first file is broadcast;

6   receive the first file broadcast by the server; and

7   receive the content descriptor file broadcast by the server after the

8   broadcast of the first file;

9   process the content descriptor file to generate demand data

10   feedback to be provided to the server.

1   37. The article of manufacture of claim 36 wherein the machine-readable

2   medium further has instructions to determine how to locate the content descriptor

3   file in response to content descriptor schedule signal.

1   38. The article of manufacture of claim 37 wherein the content descriptor

2   file is located based on one of frequency, Internet protocol (IP) port or IP address.

1   39. An article of manufacture, comprising:

2   a machine-readable medium having instructions to:

3   receive a file broadcast by a server;

4   identify the file as a content descriptor file by a unique identifier

5   assigned to the file;

6   store the file at a content descriptor file location at a client in

7   response to the unique identifier;

8   process the content descriptor file to generate demand data

9   feedback to be provided to the server.

1   40. The article of manufacture of claim 39 wherein the machine-readable

2   medium further has instructions to:

3   allocate a temporary buffer for the content descriptor file to be buffered

4   while being received;

5   locking a previous version of the content descriptor file after the content

6   descriptor file is buffered;

7   replacing contents of the previous version of the content descriptor file

8   with the buffered content descriptor file.

1   41. The article of manufacture of claim 39 wherein the machine-readable

2   medium further has instructions to generate demand data feedback related to files

3   stored at the content descriptor file location.

1   42. An article of manufacture, comprising:

2   a machine-readable medium having instructions to:

3   receive a content descriptor file broadcast by a server, the content

4   descriptor file having a general purpose identifier;

5   receive a signal broadcast by the server, the signal indicating that a

6   content descriptor file has been broadcast, the signal indicating how to

7   locate the content descriptor file;

8   process the content descriptor file to generate demand data

9   feedback to be provided to the server.

1   43. The article of manufacture of claim 42 wherein the machine-readable

2   medium includes instructions to receive the content descriptor file broadcast by

3   the server in a same manner as other files broadcast by the server.

1   44. The article of manufacture of claim 42 wherein the machine-readable

2   medium further has instructions to signal a client process that is responsible for

3   processing the content descriptor file to generate the demand data feedback to be

4   provided to the server.

1   45. An apparatus, comprising:

2   a processor having circuitry to execute instructions;

3   a communications interface coupled to the processor, the communications

4   interface coupled to receive broadcasts from a server;

5   a storage device coupled to the processor, having instructions stored

6   therein, which when executed cause the apparatus to:

7   receive a content descriptor schedule signal broadcast by a server,

8   the content descriptor schedule signal to indicate that a content descriptor

9   file is to be broadcast at a broadcast time;

10   receive the content descriptor file at the broadcast time;

11   process the content descriptor file to generate the demand data

12   feedback to be provided to the server.

1   46. The apparatus of claim 45, wherein the apparatus is further caused to

2   notify a process in the apparatus to process the content descriptor file received at

3   the broadcast time.

1   47. The apparatus of claim 45, wherein the apparatus is further caused to

2   receive the content descriptor schedule signal utilizing a signaling protocol

3   including Internet protocol (IP), digital video broadcast (DVB) or program and

4   system information protocol (PSIP).

1   48. An apparatus, comprising:

2   a processor having circuitry to execute instructions;

3   a communications interface coupled to the processor, the communications

4   interface coupled to receive broadcasts from a server;

5   a storage device coupled to the processor, having instructions stored

6   therein, which when executed cause the apparatus to:

7   receive a content descriptor schedule signal broadcast by a server,

8   the content descriptor schedule signal to indicate that a content descriptor

9   file is to be broadcast after a first file is broadcast;

10   receive the first file broadcast by the server; and

11   receive the content descriptor file broadcast by the server after the

12   broadcast of the first file;

13   process the content descriptor file to generate the demand data

14   feedback to be provided to the server.

1   49. The apparatus of claim 48, wherein the apparatus is further caused to

2   determine how to locate the content descriptor file in response to content

3   descriptor schedule signal.

1   50. The apparatus of claim 48, wherein the apparatus is further caused to

2   locate the content descriptor based on one of frequency, Internet protocol (IP) port

3   or IP address.

1   51. An apparatus, comprising:

2   a processor having circuitry to execute instructions;

3   a communications interface coupled to the processor, the communications

4   interface coupled to receive broadcasts from a server;

5   a storage device coupled to the processor, having instructions stored

6   therein, which when executed cause the apparatus to:

7   receive a file broadcast by a server;

8   identify the file as a content descriptor file by a unique identifier

9   assigned to the file;

10   store the file at a content descriptor file location at a client in

11   response to the unique identifier;

12   process the content descriptor file to generate the demand data

13   feedback to be provided to the server.

1   52. The apparatus of claim 51, wherein the apparatus is further caused to:

2   allocate a temporary buffer for the content descriptor file to be buffered

3 while being received;

4   locking a previous version of the content descriptor file after the content

5 descriptor file is buffered;

6   replacing contents of the previous version of the content descriptor file

7 with the buffered content descriptor file.

1   53. The apparatus of claim 51 wherein the apparatus is further caused to

2 generate the demand data feedback based on processing on files stored at the

3 content descriptor file location.

1   54. An apparatus, comprising:

2   a processor having circuitry to execute instructions;

3   a communications interface coupled to the processor, the communications

4 interface coupled to receive broadcasts from a server;

5   a storage device coupled to the processor, having instructions stored

6 therein, which when executed cause the apparatus to:

7   receive a content descriptor file broadcast by a server, the content

8   descriptor file having a general purpose identifier;

9   receive a signal broadcast by the server, the signal indicating that a

10   content descriptor file has been broadcast, the signal indicating how to

11   locate the content descriptor file;

12   process the content descriptor file to generate demand data

13   feedback to be provided to the server.

1   55. The apparatus of claim 54 wherein the apparatus is further caused to

2 receive the content descriptor file broadcast by the server in a same manner as

3 other files broadcast by the server.

1   56. The apparatus of claim 54 wherein the apparatus is further caused to

2 signal a process in the apparatus that is responsible for processing the content

3 descriptor file to generate the demand data feedback to be provided to the server.

1   57. An apparatus, comprising:

2   a processor having circuitry to execute instructions;

3   a communications interface coupled to the processor, the communications

4 interface coupled to receive communications from one or more clients;

5   a storage device coupled to the processor, having instructions stored

6 therein, which when executed cause the apparatus to:

7   broadcast a content descriptor schedule signal to one or more

8 clients to indicate that a content descriptor file is to be broadcast to said

9 one or more clients at a broadcast time;

10   broadcast the content descriptor file to said one or more clients at

11 the broadcast time.

1   58. The apparatus of claim 57 wherein the apparatus is further caused to

2   embed the content descriptor schedule signal within a file that is broadcast.

1   59. The apparatus of claim 57 wherein the apparatus is further caused to

2   generate the content descriptor file prior to broadcasting the content descriptor

3   file.

1   60. An apparatus, comprising:

2   a processor having circuitry to execute instructions;

3   a communications interface coupled to the processor, the communications

4   interface coupled to receive communications from one or more clients;

5   a storage device coupled to the processor, having instructions stored

6   therein, which when executed cause the apparatus to:

7   broadcast a content descriptor schedule signal to one or more

8   clients to indicate that a content descriptor file is to be broadcast to said

9   one or more clients after a first file is broadcast;

10   broadcast the first file to said one or more clients; and

11   broadcast the content descriptor file to said one or more clients

12   after the first file is broadcast to said one or more clients.

1   61. The apparatus of claim 60 wherein the apparatus is further caused to

2   broadcast the content descriptor schedule signal using a signaling protocol

3   including one of internet protocol (IP), digital video broadcast signal (DVB) or

4   program and system information protocol (PSIP).

1   62. The apparatus of claim 60 wherein the apparatus is further caused to

2   broadcast the content descriptor schedule signal in a file.

1   63. An apparatus, comprising:

2   a processor having circuitry to execute instructions;

3   a communications interface coupled to the processor, the communications

4   interface coupled to receive communications from one or more clients;

5   a storage device coupled to the processor, having instructions stored

6   therein, which when executed cause the apparatus to:

7   assigning a unique identifier to a content descriptor file;

8   broadcasting the content descriptor file identified by the unique

9   identifier to one or more clients, wherein the content descriptor file is

10   recognized by each client as a content descriptor file in response to the

11   unique identifier assigned to the content descriptor file.

1   64. The apparatus of claim 63 wherein the apparatus is further caused to

2   broadcast the content descriptor file to the one or more clients organized by

3   segments, each segment defined as one or more clients of a subset based on one of

4   geography, network connection or rights vectors.

1   65. The apparatus of claim 63 wherein the apparatus is further caused to

2   generate the content descriptor file with content descriptors prior to broadcasting

3   the content descriptor file.

1   66. An apparatus, comprising:

2   a processor having circuitry to execute instructions;

3   a communications interface coupled to the processor, the communications

4   interface coupled to receive communications from one or more clients;

5   a storage device coupled to the processor, having instructions stored

6   therein, which when executed cause the apparatus to:

7   assigning a general purpose identifier to a content descriptor file;

8   broadcasting the content descriptor file identified by the general

9   purpose identifier to one or more clients;

10   broadcasting a signal to said one or more clients to indicate that the

11   content descriptor file has been broadcast to said one or more clients, the

12   signal to indicate to said one or more clients how to locate said content

13   descriptor file.

1   67. The apparatus of claim 66 wherein the apparatus is further caused to

2   broadcast the content descriptor schedule signal using a signaling protocol

3   including one of internet protocol (IP), digital video broadcast signal (DVB) or

4   program and system information protocol (PSIP).

1   68. The apparatus of claim 66 wherein the apparatus is further caused to

2 embed the content descriptor file in a file that is broadcast.

1   69. A system, comprising:

2   a server;

3   one ore more clients coupled to the server;

4   wherein the server is coupled to broadcast a content descriptor schedule

5 signal to the one or more clients to indicate that a content descriptor file is to be

6 broadcast to the one or more clients at a broadcast time;

7   wherein the one or more clients are coupled to receive the content

8 descriptor schedule signal broadcast by the server;

9   wherein the server is coupled to broadcast the content descriptor file to the

10 one or more clients at the broadcast time;

11   wherein the one or more clients are coupled to receive the content

12 descriptor file at the broadcast time and process the content descriptor file to

13 generate the demand data feedback to be provided to the server.

1   70. The system of claim 69 wherein the server is coupled to broadcast the

2 content descriptor schedule signal embedded within a file that is broadcast.

1   71. The system of claim 69 wherein the server is coupled to broadcast the

2 content descriptor schedule signal using a signaling protocol including one of

3   internet protocol (IP), digital video broadcast signal (DVB) or program and

4   system information protocol (PSIP).

1   72. A system, comprising:

2   a server;

3   one ore more clients coupled to the server;

4   wherein the server is coupled to broadcast a content descriptor schedule

5   signal to the one or more clients to indicate that a content descriptor file is to be

6   broadcast to said one or more clients after a first file is broadcast;

7   wherein the one or more clients is coupled to receive the receive the

8   content descriptor schedule signal broadcast by a server;

9   wherein the server is coupled to broadcast the first file to said one or more

10   clients;

11   wherein the one or more clients are coupled to receive the first file

12   broadcast by the server;

13   wherein the server is coupled to broadcast the content descriptor file to

14   said one or more clients after the first file is broadcast to said one or more clients;

15   wherein the one or more clients are coupled to receive the content

16   descriptor file broadcast by the server after the broadcast of the first file and

17   process the content descriptor file to generate the demand data feedback to be

18   provided to the server.

1   73. The system of claim 72 wherein the one or more clients are coupled to

2   locate the content descriptor file based in information included in the content

3   descriptor schedule signal.

1   74. The system of claim 72 wherein the one or more clients are coupled to

2   locate the content descriptor file based in information included in the content

3   descriptor schedule signal including one of a frequency, an internet protocol (IP)

4   port or an IP address.

1   75. A system, comprising:

2   a server;

3   one ore more clients coupled to the server;

4   wherein the server is coupled to assign a unique identifier to a content

5   descriptor file;

6   wherein the server is coupled to broadcast the content descriptor file

7   identified by the unique identifier to the one or more clients,

8   wherein the one or more clients are coupled to receive the content

9   descriptor file, wherein the content descriptor file is recognized by each client as a

10   content descriptor file in response to the unique identifier assigned to the content

11   descriptor file;

12   wherein the one or more clients are coupled to store the content descriptor

13   file at a content descriptor file location at each respective client in response to the

14   unique identifier and process the content descriptor file to generate the demand

15   data feedback to be provided to the server.

1   76. The system of claim 75 wherein the one or more clients are coupled

2   to:

3   allocate buffers to receive the content descriptor file while the file is

4   received from the server;

5   lock a previously received content descriptor file after the content

6   descriptor file is completely received; and

7   replace the previously received content descriptor file with the completely

8   received content descriptor file.

1   77. The system of claim 75 wherein the server is coupled to broadcast the

2   content descriptor file to the one or more clients organized by segments, wherein

3   each segment is defined as one or more clients of a subset based on one of

4   geography, network connection or rights vectors.

1   78. A system, comprising:

2   a server;

3   one ore more clients coupled to the server;

4   wherein the server is coupled to assign a general purpose identifier to a

5   content descriptor file;

6   wherein the server is coupled to broadcast the content descriptor file

7   identified by the general purpose identifier to the one or more clients;

8   wherein the one or more clients are coupled to receive the content

9   descriptor file having the general purpose identifier;

10   wherein the server is coupled to broadcast a signal to said one or more

11   clients to indicate that the content descriptor file has been broadcast to said one or

12   more clients;

13   wherein the one more clients are coupled to receiver the signal indicating

14   that the content descriptor file has been broadcast, the signal to indicate to said

15   one or more clients how to locate said content descriptor file, the one or more

16   clients to process the content descriptor file to generate the demand data feedback

17   to be provided to the server.

1   79. The system of claim 78 wherein the server is coupled to broadcast the

2   signal using a signaling protocol including one of internet protocol (IP), digital

3   video broadcast signal (DVB) or program and system information protocol

4   (PSIP).

1   80. The system of claim 78 wherein the client is coupled to broadcast the

2   signal by embedding the signal in a file that is broadcast to the one or more

3   clients.